

Innovative Advertising
403 N Columbia Street
Covington LA 70433

Jim Davis/ R/ NC State Senate
Submission Number 402 Issue 2



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6696
(864) 576-7777 FAX (864) 587-4480

Copy

Client: Jim Davis/ R/ NC State Senate	Submission Cost: 14795	Campaign Ref: E:063890530
Buyer: Senate	Client/Product/Estimate: L/1028	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 11/04/12	Weeks: 2	Order Ref: 06389053
Est./PO Number: 06389053	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Jim Davis Sd50	Booking Group: WSPA	Key Market: Greenville Spartanburg
Demographic: (L) Household	Order:	Ashevil

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
1	Sun 9a ET / 8a CT CBS Sunday Morning NewsS	04	260	30 Comme	Nbr of Spots	1	1	260
2	M-F 11a ET / 10a CT Price is Right M.....	04	165	30 Comme	Nbr of Spots	1	1	165
3	Fri 10p ET / 9p CT Blue BloodsF..	05	700	30 Comme	Nbr of Spots	1	1	700
4	CBS NFL Today SunS	06	300	30 Comme	Nbr of Spots	1	1	300
5	Sun 1p ET / 12p CT NFL On CBSS	04	600	30 Comme	Nbr of Spots	1	1	600
6	Sat CBS NCAA FootballS	04	700	30 Comme	Nbr of Spots	1	1	700
7	Thu 10p ET / 9p CT Elementary ...T...	05	1150	30 Comme	Nbr of Spots	1	1	1150
Weekly Totals:					12	5	17	
Closed PR					1	1	1	

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Copy

Client: Jim Davis/ R/ NC State Senate	Submission Cost: 14795	Campaign Ref: E:063890530
Buyer: Senate	Client/Product/Estimate: . / . / 1028	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 11/04/12	Weeks: 2	Order Ref: 06389053
Est./PO Number: 06389053	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
8	Sun 9a ET / 8a CT CBS Sunday Morning NewsS	04	260	30 Comme	Nbr of Spots	1	1	260
9	M-F 4-5p Judge Judy ...TF..	04	80	30 Comme	Nbr of Spots	1	1	80
10	M-F 4-5p Judge Judy M.....	04	140	30 Comme	Nbr of Spots	2	2	280
11	Sat CBS NCAA FootballS.	04	700	30 Comme	Nbr of Spots	2	2	1400
12	Sun 1p ET / 12p CT NFL On CBSS	04	600	30 Comme	Nbr of Spots	1	1	600
13	Mon 8-9p ET / 7-8p CT How I Met / Partners M.....	05	1300	30 Comme	Nbr of Spots	1	1	1300
14	Mon 10p ET / 9p CT Hawaii Five-0 M.....	03		30 Comme	Nbr of Spots			
15	Wed 10p ET / 9p CT CSI ..W....	03	3000	30 Comme	Nbr of Spots	1	1	3000
16	Mon CBS Special Prime M.....	03	4000	30 Comme	Nbr of Spots	1	1	4000
Weekly Totals: Total Spots(Ord Spots)					12	5	17	
Closed PR						1	1	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
14	Mon 10p ET / 9p CT Hawaii Five-0	:30 Commercial	10/29/12	Closed Pre Emption	0.00	16 (10/29)	0000183815	E:063890530

Grand Totals

		Month 10 Weeks: 4		Month 11 Weeks: 4	
		10/22	10/29		
Spots	Totals	17	12		
Cost		14795	9050		

Grand Totals:

Spots:	17
Gross Total:	14,795.00
Commission:	2,219.25
Net Total:	12,575.75